



FIG. 1

2/3

```
< Product Rating >
< ReviewerID = "001" Name = "Joe Blogs" >
< AdvertID = "upi:meridan:0147", Title = "hedgetrimmers" >
< Rating = "7" >
< Comments >
This is is a fine example of a hedge trimmer ....
< \ Comments >
< \ Product Rating >
```

FIG. 2

```
< Product Rating >
< ReviewerID = "001" Name = "Joe Blogs" >
< AdvertID = "upi:meridan:0147", Title = "hedgetrimmers" >
< RatingLoc = "http:\www.which.com\JoeBlogs\hedgetrimmer>
< \ Product Rating >

< Product Rating >
< ReviewerID = "002" Name = "TradingStandardsAgency" >
< AdvertID = "upi:meridan:0147", Title = "hedgetrimmers" >

< RatingLoc = "http:\www.tradindstandards.gov\hedgetrimmer >
< \ Product Rating >
```

FIG. 3

